

Rep Order#	6839728	Ver#	1	Status	New	Traffic Order#	08/09/2012 4:20 PM
						Printed:	1 of 8

Last Received: 08/08/2012 4:51 PM

Showing Buylines: All Lines

Station	WAVY-TV NORFOLK, VA.	Agency	() CROSSROADS MEDIA	Rep Firm	
Advertiser	() CROSSROADS GPS		66 CANAL CENTER PLAZA, SUITE 555	Sales Office	() PHILADELPHIA
Product	Crossroads GPS		ALEXANDRIA, VA 22314	Salesperson	() ANJIE BRADY
Estimate#	884	Agency C/P1/P2/E	12/11/884	Salesperson Phone#	215-567-6005
Buyer	Noelle Ramsey	Flight Dates	08/15/2012 - 08/21/2012	Salesperson FAX#	215-567-5938
Phone#		Hiatus Weeks			
Fax#					

-- CONTRACT COMMENT --

CLIENT: CROSSROADS GPS SC=*

-- REMARKS --

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$67,200
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W	5A-6A	WAVY NEWS-5A	:30	\$700.00	08/15-08/15	1	1	1	\$700.00	
Rating: 4.6												
	3	F	5A-6A	WAVY NEWS-5A	:30	\$700.00	08/17-08/17	1	1	1	\$700.00	
Rating: 4.6												
	5	TU	5A-6A	WAVY NEWS-5A	:30	\$700.00	08/21-08/21	1	1	1	\$700.00	
Rating: 4.6												
	7	TH	7A-9A	TODAY SHW	:30	\$1,800.00	08/16-08/16	1	1	1	\$1,800.00	
Rating: 6.7												
	8	F	7A-9A	TODAY SHW	:30	\$1,800.00	08/17-08/17	1	1	1	\$1,800.00	
Rating: 6.7												
	9	M	7A-9A	TODAY SHW	:30	\$1,800.00	08/20-08/20	1	1	1	\$1,800.00	
Rating: 6.7												
	11	W	430A-5A	WAVY NEWS-430A<	:30	\$200.00	08/15-08/15	1	1	1	\$200.00	
Rating: 1.3												
	12	TH	430A-5A	WAVY NEWS-430A<	:30	\$200.00	08/16-08/16	1	1	1	\$200.00	
Rating: 1.3												

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EC'd Yes

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Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.

Advertiser (). CROSSROADS GPS

Product

Estimate# 884

Buyer Noelle Ramsey

Phone#

Agency () CROSSROADS MEDIA

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 12/11/884

Flight Dates 08/15/2012 - 08/21/2012

Hiatus Weeks

Rep Firm

Sales Office (

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

[illegible]

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EC'd Yes

Ver# 1 Status New

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Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.

Advertiser ().CROSSROADS GPS

Product Crossroads GPS

Estimate# 884

Buyer Noelle Ramsey

Phone#
Fax#

Agency () CROSSROADS MEDIA

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 12/11/884

Flight Dates	08/15/2012 - 08/21/2012
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Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	26	M	10A-11A	TODAY SHW3-NBC	:30	\$400.00	08/20-08/20	1	1	1	\$400.00	
Rating: 2.6												
	27	TU	10A-11A	TODAY SHW3-NBC	:30	\$400.00	08/21-08/21	1	1	1	\$400.00	
Rating: 2.6												
	28	W	12P-1P	WAVY NEWS10-NN<	:30	\$250.00	08/15-08/15	1	1	1	\$250.00	
Rating: 2.0												
	31	M	12P-1P	WAVY NEWS10-NN<	:30	\$250.00	08/20-08/20	1	1	1	\$250.00	
Rating: 2.0												
	32	TU	12P-1P	WAVY NEWS10-NN<	:30	\$250.00	08/21-08/21	1	1	1	\$250.00	
Rating: 2.0												
	33	W	2P-3P	DOCTORS<	:30	\$200.00	08/15-08/15	1	1	1	\$200.00	
Rating: 1.0												
	34	TH	2P-3P	DOCTORS<	:30	\$200.00	08/16-08/16	1	1	1	\$200.00	
Rating: 1.0												
	36	M	2P-3P	DOCTORS<	:30	\$200.00	08/20-08/20	1	1	1	\$200.00	
Rating: 1.0												
	38	W	3P-4P	MAURY POVICH<	:30	\$400.00	08/15-08/15	1	1	1	\$400.00	
Rating: 2.1												
	39	TH	3P-4P	MAURY POVICH<	:30	\$400.00	08/16-08/16	1	1	1	\$400.00	
Rating: 2.1												
	40	F	3P-4P	MAURY POVICH<	:30	\$400.00	08/17-08/17	1	1	1	\$400.00	
Rating: 2.1												

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Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm
Advertiser () CROSSROADS GPS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office () PHILADELPHIA
Product Crossroads GPS ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 884 Agency C/P1/P2/E 12/11/884 Salesperson Phone# 215-567-6005
Buyer Noelle Ramsey Flight Dates 08/15/2012 - 08/21/2012 Salesperson FAX# 215-567-5938
Fax# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	78	M	11P-1135P	WAVY NEWS10-11	:30	\$1,800.00	08/20-08/20	1	1	1	\$1,800.00	
Rating: 4.5												
	79	TU	11P-1135P	WAVY NEWS10-11	:30	\$1,800.00	08/21-08/21	1	1	1	\$1,800.00	
Rating: 4.5												
	80	SA	11P-1130P	WAVY NEWS10-11	:30	\$1,800.00	08/18-08/18	1	1	1	\$1,800.00	
Rating: 6.2												
	81	W	1135P-1235A	TONITE SHW-NBC<	:30	\$400.00	08/15-08/15	1	1	1	\$400.00	
Rating: 2.4												
	82	TH	1135P-1235A	TONITE SHW-NBC<	:30	\$400.00	08/16-08/16	1	1	1	\$400.00	
Rating: 2.4												
	83	F	1135P-1235A	TONITE SHW-NBC<	:30	\$400.00	08/17-08/17	1	1	1	\$400.00	
Rating: 2.4												
	84	M	1135P-1235A	TONITE SHW-NBC<	:30	\$400.00	08/20-08/20	1	1	1	\$400.00	
Rating: 2.4												
	85	TU	1135P-1235A	TONITE SHW-NBC<	:30	\$400.00	08/21-08/21	1	1	1	\$400.00	
Rating: 2.4												
	86	F	12P-1P	WAVY NEWS10-NN<	:30	\$250.00	08/17-08/17	1	1	1	\$250.00	
Rating: 2.0												

--REPORT TOTALS---

Station WAVY-TV NORFOLK, VA.
Advertiser () CROSSROADS GPS
Product Crossroads GPS
Estimate# 884
Buyer Noelle Ramsey
Phone#
Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/884
Flight Dates 08/15/2012 - 08/21/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Report Totals: 72 / \$67,200.00

---SALES MONTHLY TOTALS---

Aug 12: 72 / \$67,200.00
Sales Totals: 72 / \$67,200.00
Station Totals: 72 / \$67,200.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$146,087	CATV 0%	WAVY 46%	WGNT 0%	WPXV 0%	WTKR 26%
		WTVZ 4%	WVBT 6%	WVEC 18%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE